

Coalition for Collision Repair Excellence LTD.



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FOR IMMEDIATE RELEASE

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The Coalition for Collision Repair Excellence (CCRE Ltd.) announces the huge success of its first *Level 2 Annual Summit Conference and Seminar Series: Taking Back Control Of Your Business.*

Held on April 8-9, 2011 in Cleveland, Ohio, was the debut of the Coalition for Collision Repair Excellence *Level 2 Seminar Series...Taking Back Control of Your Business (From Third-Party Entities)*. This Second-Level training program was delivered to a packed classroom of energetic, eager to learn attendees who are already enquiring when the next of CCRE's ongoing Seminars will be held.

The mood of the class was positive and upbeat since most shops represented at this meeting are presently successfully using CCRE's methods of conducting business, as taught in CCRE seminars across the country. The overall consensus was that it was a very positive experience, especially considering the minimal time away from their shops, and nominal expense involved.

In its *Level 2 Seminars* CCRE has added additional sound business practice tools, and how to employ them most effectively to improve shops' bottom line while eliminating "business as usual" frustration and futility. The April seminars also included invaluable legal advice given by Ohio based collision industry proponent and attorney Erica Eversman of *Vehicle Information Services*, along with collision shop legal representative attorneys John Parse of *Buckley & Wynne* of New Haven, Connecticut, and Ashley Earl of *Earl Law Firm*, Plaquemine, LA.

Saturday afternoon was devoted exclusively to a great exchange of ideas during the Roundtable Discussion.

The interaction was lively and positive, the information dispensed was pertinent and empowering, and the general consensus was that those who did not attend missed out on a very valuable resource. One attendee's emailed response following this educational event was, "I'm very happy to have attended the seminar and I will be at the next one as well – wherever you decide to have it, so sign me up right now. I've implemented what I learned from this meeting into my business plan, and have already had good success." Another attendees comment was, "Every time I attend one of these CCRE events, I pick up more and more ideas to help my business and learn how to enjoy going to work every day."

Those who voiced that they wanted to attend this April Seminar Series but were unable, along with other shops who are fed up with third-party entities micromanaging their business policies, labor and parts charges, repair procedures, and quality of parts they install, are encouraged to begin planning now for the next *CCRE Level 2 Seminar Series*, date and location to be announced soon.

"Information is power", and CCRE provides the information that is empowering the independent collision repair industry.

For more information, phone the CCRE toll free at 877-700-7743, or email the CCRE at office@theCCRE.com, or check CCRE's website for information at www.theCCRE.com.